

TITLE: Game Show Network 2013 Campaign Pitch: Interactive Tv

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Overview: To create a campaign to be implemented in the upcoming year to raise GSN's target audience.

Objective: To bring the brand into consistency I redesigned the logo and set guidelines for its applications for audience recognition and clarity. An aspect that's important to help keep the current audience, and not steer away the new viewers. To engage the viewers of the network and the game players on the websites I have created a concept that intends to merge the gap between the two major audiences. Called "Interactive play", it is designed to promote viewers to play along on the web or with a smartphone app, while they watch the show in real time.

Elements: Logo Logo Animations: Logo variations, Lower third animations, Smartphone application, Facebook Layout, GSN.com Layout: Splash page, Game homepage, Gameplay page Split Screen page Final Score Page